

Safe Harbor



14 YEARS OF PROSPERITY
From 2006-19, giving grew by 52%. Donor advised funds grew by 330%. Donor advised funds now account for 6% of charitable giving.

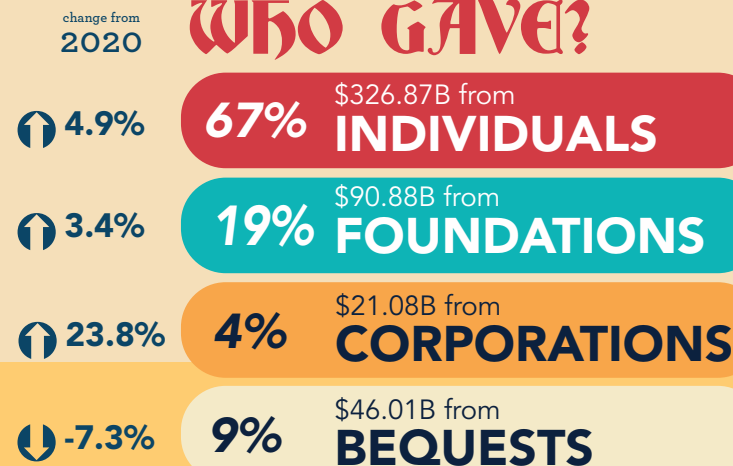
MANY ROUTES TO GIVING

32% of Americans supported a crowdfunding effort. Of those, 80% also gave through traditional channels. Crowdfunding donors tend to be younger, less religious, and more likely to be single.

NEW KINDS OF TREASURE

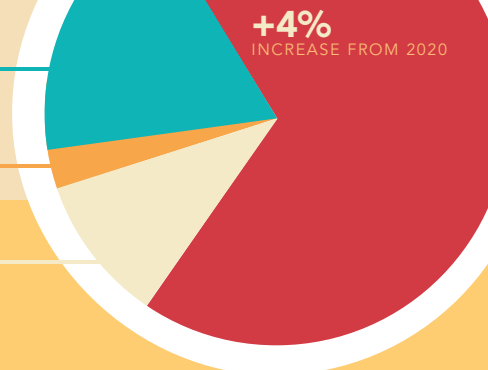
35% of Millennial investors own "crypto" (compared to 13% of all investors). Nearly 1/2 of crypto investors gave at least \$1,000 to charity, with an average donation of \$7,000.

WHO GAVE?



\$484.85B

2021 TOTAL CONTRIBUTIONS



WHO RECEIVED?



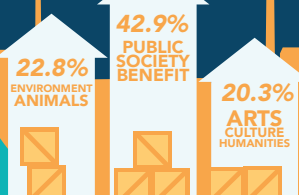
3% OF GDP → 10% IMPACT

A GLOBAL BEACON OF GIVING

Narrowly defined, philanthropy equates to just under 3% of global GDP. Citibank estimates the true economic impact exceeds 10%. More than half of the world's monetary donations come from US-based donors.

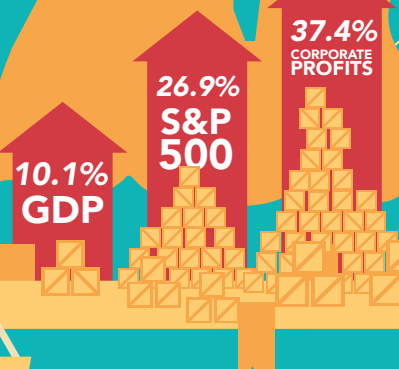
TWO-YEAR BOUNTY

Over the past two years, three sectors saw notable growth.



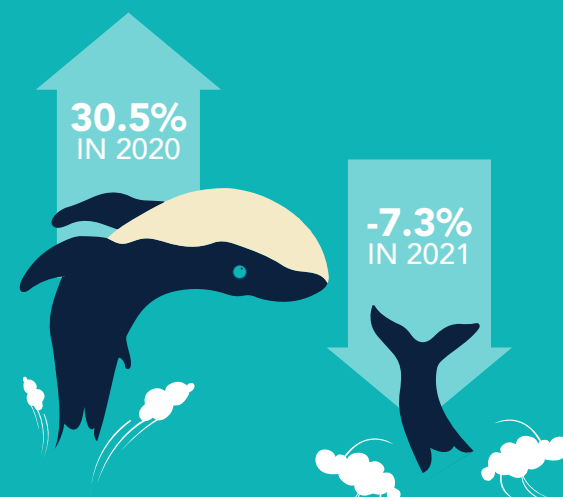
BUOYED BY THE ECONOMY

Charitable giving grew in 2021, as did GDP, the S&P 500, and corporate pre-tax profits. These factors are sailing into strong headwinds in 2022, such as inflation.



RUN AGROUND

As improving conditions lead workers to leave jobs at near-record levels, an AFP survey identified "lack of staff" and "staff retention" as the greatest challenges facing fundraising offices.



MAKING WAVES

Bequests are particularly volatile. Large bequests in 2020 led to a comparative decline in 2021. However, bequests grow strongly over time: five-year average growth exceeds that of total giving (5.9% vs 4.1%).

ACKNOWLEDGEMENTS

For a full list of sources cited in this document visit www.benefactorgroup.com/GivingUSA2022



Giving USA 2022: The Annual Report on Philanthropy for the year 2021. Researched and written by the Indiana University Lilly Family School of Philanthropy. Published by the Giving USA Foundation, a public service initiative of the Giving Institute.

Unless otherwise noted with an asterisk(*), all data is cited in current dollars.



Giving Tradeswinds more... or less?

...but INFLATION GREW
Inflation grew even faster. The buying power of philanthropy actually declined 0.7%.

OVERALL GIVING GREW
Giving grew by 4%, consistent with the historic average...

...but PROFITS GREW FASTER
Corporate pre-tax profits grew faster. The result: corporate giving declined to just 0.7% of corporate pre-tax profits.

CORPORATE GIVING GREW
Corporate giving grew by an astounding 23.8%.

...but DOWN FROM 2.2%
Last year it was 2.2% of GDP. The difference? \$23 billion.

2.1% of GDP
Charitable giving represents 2.1% of GDP.

...but CALLS GROW LOUDER
While calls for the democratization of giving grow louder.

MEGA GIFTS GREW
Mega-gifts continue to drive top-line measures of charitable giving.

...but FEW FOLLOW
But few of her peers have followed her example.

A NEW CHAMPION
Mackenzie Scott is a champion of "Trust-Based Philanthropy".

...but SO DO REGULATIONS
Proposed regulations could limit the use of these tools.

NEW TOOLS ARRIVE
Donors are embracing tools like Donor Advised Funds and cryptocurrency.

...but PERCEPTIONS CHANGE
57% of Gen Z says giving directly to individuals or causes has greater impact.

GRASC IS HIGH
Americans place high trust in nonprofits and philanthropy.



A RESOURCE FOR THE
COMMON GOOD

BENE GRAPHICS

10TH ANNIVERSARY EDITION

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